

THE QUILL

A Journalists' Journal

SIGMA DELTA CHI

Professional Journalistic Fraternity

Exclusive Interviews With Kent Cooper
and Erie C. Hopwood

COLORFUL ARTICLES:

How \$300.00 Financed a Daily
A Cub Reporter in London If You Buy a Country Weekly

"AFTER COLLEGE, WHAT?"

With Statements From—

WILLIAM ALLEN WHITE
HERBERT BAYARD SWOPE
HENRY JUSTIN SMITH
HARVEY INGHAM
JOSEPH PULITZER

CASPER S. YOST
NAPIER MOORE
BRUCE BLIVEN
TOM DILLON
HUGH BAILLIE
NELSON A. CRAWFORD

JAMES WRIGHT BROWN
MERLE CROWELL
MARVIN H. CREAGER
GEORGE S. MANDELL
LORING A. SCHULER

Vol. XIV

DECEMBER, 1926

No. 5



We Take Off Our Hats to—



JAMES WRIGHT BROWN

(At left)

Because his many years of experience as an astute executive in the business of newspaper publishing never obscured his understanding of and devotion to the professional aspects of journalism. Because he has made Editor & Publisher the preeminent agency for the advancement of the press. Because he has been more than generous in his support of The Press Congress of the World, Sigma Delta Chi and other exemplars of the ideals of his profession.



WILLIS J. ABBOT

(At right)

Because he rose from the mire of yellow journalism to world eminence in his profession. Because he dramatized history for millions of boys. Because he never forgets that there are two sides to a contro-

DAVID LAWRENCE

(At right)

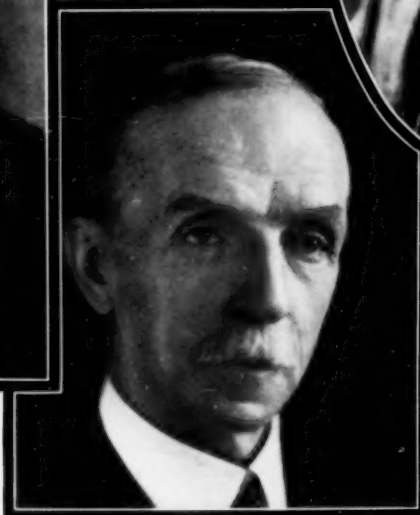
Because he is a great reporter and a responsible and authoritative commentator. Because he has sensed, in the workings of the federal government, dramatic and worthwhile news; because he has given to the world, in The United States Daily, an example of journalism that is neither light nor ephemeral, and yet commands a great and diversified public.



KENT COOPER

(Above)

Because, working "up from the case," through country journalism, college and the metropolitan newspaper field, this indefatigable Hoosier has come into command of the Associated Press, the greatest news-gathering and distributing agency the world has ever known. Because he knows more about the agencies of communication than any living journalist. Because he is reaffirming the principle that absolute accuracy and judicial impartiality in reporting are no bar to lively and colorful writing or the revelation of a sense of humor.



CASPER S. YOST

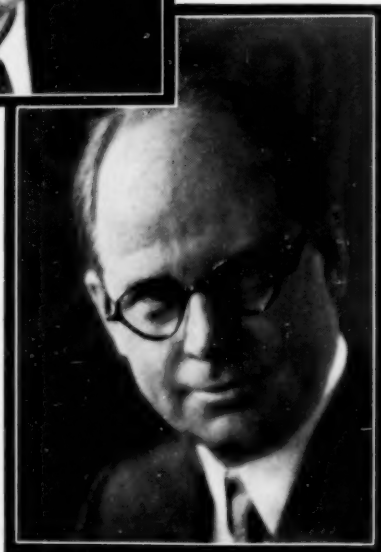
(Above)

Because, as editor of the St. Louis Globe-Democrat, he is the sage of the "Forty-ninth State," responsible for the liberal, forceful, constructive policies of his paper. Because modesty, tolerance, innate gentility and common-sense moderate his crusader's ardor, and make achievement, not complaint, his goal. Because he led in the organization of the American Society of Newspaper Editors which, under his presidency, first codified acceptably the ethics of his profession. Because he gave to youth, in "The Principles of Journalism," the riches of his maturity and wisdom.

JAY NORWOOD DARLING

(At right)

Because "Ding" brought to cartooning the richly resourceful mind of the scholar, the broad and kindly sympathy of the humanist, and the shrewd, unclouded practicality of the man who knows the world. Because he met the challenge of illness with head high, and when he could no longer draw with his right hand he learned to draw with his left. Because he does his teaching with a smile, and makes a nation laugh at its own foibles.



versy, and publishes both. Because his knowledge is profound, and he has never ceased adding to it. Because the power of his pen and the breadth of his vision have made him international. Because he works ceaselessly for world peace.

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KENT COOPER CHATS ABOUT FOREIGN SERVICE

*"We Go Into the Byways," Says General Manager of Associated Press,
Talking to Franklin M. Reck*

EARLY in June, 1925, there appeared in United States papers the following Associated Press dispatch:

S. S. Ingertre Bound for Spitzbergen—The Ingertre, bearing Lieutenant Lutzow Holm and his fliers northward to search for the Amundsen polar expedition, today was plowing the Greenland Sea, the only speck of life in all this watery waste.

Yesterday the completion of the third week since Amundsen's hop-off for the pole was solemnly commemorated by those aboard the Ingertre.

Just a short dispatch—but vital with interest to a world that was wondering what had happened to the first man who had ever attempted to reach the north pole by airplane. And behind it is a story of the difficulties and risks sometimes encountered by the A. P. man in foreign service.

When the Ingertre was getting ready to leave Oslo, Norway, our staff man in that city, acting on orders, asked for permission to join the party. Passage was denied him. Messages from this side, however, couched in rather strong terms, got him aboard.

At Advent Bay, the relief party was transferred to the steamer Heimdal. Here again the effort to bottle up the story of the rescue asserted itself. The captain of the Heimdal refused to permit the A. P. man to board his ship. There was no parley. The captain permitted none.

THE Heimdal sailed for the north. But almost before it became a speck on the horizon, the A. P. man had chartered a gasoline launch—the only means of transportation available—and was off in pursuit. With due respect to all the Arctic heroes of history, I think it is safe to say that explorers themselves might wince at the thought of cruising these perilous seas in a little launch with no reward whatever in sight save the satisfaction of doing the day's job as a good reporter knows it ought to be done.

The launch overtook the Heimdal at King's Bay.

For three days our man tried vainly to get permission to file a story over the only transmission facility available—the ship's wireless.

Meanwhile we were in the dark as to the fate of our man until we received an explanation from the censor aboard the relief ship. The message read:

"Your correspondent arrived King's Bay. Found Amundsen, Ellsworth good health and cheerful. But in accordance with the agreement with the Norwegian Aero Club, I, its press agent, am compelled to stop all news messages regarding the Amundsen expedition."

Finally, our direct appeals to the premier of Sweden resulted in the filing of the first story of the rescue—three days late.

IN this briefly told story, perhaps you can read something of the troubles—and romance—that always wait just around the corner for the foreign correspondent. But its subtler lesson lies in the high sense of duty that will send a man out upon northern seas in an open launch with no consciousness that he is doing anything out of the ordinary. I might add that this particular correspondent was 60 years old.

Most reporters, I suppose, at some time in their lives, dream of entering the foreign service. The qualifications are simple: The aspirant must know one other language beside his own, and he must have a good record in the domestic service. The A. P. sends nobody overseas who hasn't been in the domestic service.

In addition, he should understand the spirit and purpose that lies back of our work in foreign countries. Our primary function is to report political and economic trends. They are so obviously important that they need not be stressed. Our second job is to round out the picture of life. The A. P. man has a standing assignment to wander off the beaten path that leads to the premier's door and pick up inter-

esting, picturesque stories that reveal the customs, the way of living, or the state of mind of a people. On his way to Number 10, Downing street, to write of what a statesman has to say, he gets a story from the byways.

AFTER the British general strike was over, the Associated Press sent out a series of picture stories about the coal miners and their families, because it was there the trouble had started. Before anyone in this country could really understand the British strike he would have to know how the coal miners lived and what they were thinking.

The A. P. is striving for an all-inclusive journalism—one that pictures all sides of life. We think it important to tell the stories that some critics have called "trivial." Let me tell you what first started me to thinking about an all-inclusive journalism.

I happened to be one of the many American newspaper men who were in Paris for the Bastille day celebration in July, 1919. I had an excellent vantage point from which to view the parade of Allied troops—a window overlooking the Arch of Triumph, under which, Napoleon had decreed, none but conquerors should pass. The arch was more than one hundred years old, and thus far no French troops had earned the right to pass under it.

First through the Arch were the French wounded. Carried on cots, rolled in wheel chairs, they lifted their pain-racked bodies and tried to shout or sing. After them came Marshal Foch, at the head of the marching hosts. Americans first, since the detachments representing each country followed in alphabetical order. Next the Belgians, the British, Italians and so on through the list of Allies until finally came the French. The crowds, who had already watched the parade passing for hours, became hysterical when the French infantry appeared, not in new uniforms and shining helmets, but in old outfits, speckled with mud, just as one might expect to see them emerge from trench warfare.

WHEN the day was done I had witnessed a parade representative of the greatest war strength the world has ever seen. And as I watched I thought that the soldiers of almost any one of the nations might have fitted into the ranks of any other nation by the mere change of uniform. The same thought struck me when I went over to Germany and saw discharged soldiers still wearing their trench clothing. The type of civilization each had known was the same in its broad aspects, and yet some fate had com-

pelled them to occupy from one to four years of their lives trying to kill each other.

These men, as children, had played in much the same fashion the world over. They had grown to manhood in similar homes, and now they were returning from war to take up a workaday life that was much the same, regardless of nationality.

Before the war, about all they had to read in the newspapers concerning other countries told of the doings of premiers and kings. There was little day by day information in newspapers that told them of the happenings among the millions. There was a lack of stories that would have brought realization of the common bond that exists between all men. The A. P. strives to fill this lack in the belief that part of its eighty million readers who are not yet interested in the doings of statesmen and premiers will be interested in the picturesque stories of the highways and byways in other lands.

THIS, briefly, tells of the spirit and purpose of our foreign service. Its rewards are chiefly found in the fullness of life that the correspondent achieves.

If you are looking for money, don't go into foreign service. Don't go into newspaper work at all. Apply Mr. Ochs' test. He recommends that the young reporter get out of newspaper work and try something else. Then, if he simply can't deny himself the privilege of reporting, let him come back.

But if you are looking for a fair living and a variety of experience you may well work toward foreign service.

One A. P. man, while interviewing Balkan royalty, has learned that any movement of the hands makes his hosts extremely nervous and that putting his hands in his pockets is a cause for genuine alarm. Acute comment on the precariousness of royal existence! Our Paris chief of staff visited the former German Emperor at Doorn and remained his guest for a number of days. Another A. P. man had the unique experience, while accompanying Mussolini's triumphal march through Libya, of racing scores of other correspondents daily to Tripoli's lone telegraph office!

It is the A. P. man's privilege to enjoy great experiences. It is his privilege to talk to kings and peasants, and to tell their stories to the millions; to bring the peoples of the world more closely together by rounding out for them the picture of life in every land. It is his duty, not only to show the bare structure of political and economic progress, but to draw in the surroundings with their variety and color.



The Ways of Fleet Street

A New World Slant on the London Dailies, By an Ex-Reporter on the "Daily Express"

By Clarke Ashworth



AMERICAN and Canadian newspaper men seem to be fond of poking fun at the English press. To judge from remarks that have been made to me it is popularly supposed in America that the English reporter (who calls himself a journalist or a pressman, not a newspaper man) is an individual who works in leisurely fashion for five days in the week and takes the other two to play cricket or drink tea. The copy desk as well as the reportorial staff of the English paper comes in for considerable scorn from men whose study of British headlines is only superficial.

"I suppose," remarked one American, "that a hold-up and double murder would be headed UNFORTUNATE OCCURRENCE IN A STREET."

To anyone who has studied English journalism from the inside it is evident that such surface criticisms are unmerited.

Since the war there have been virtually no Americans on English papers, due to drastic alien laws which prevent all except British subjects from accepting employment in the United Kingdom. Many misconceptions have thus arisen concerning what goes on in Fleet Street. In the first place most Americans and Canadians who find the London newspapers uninteresting do not realize that this is because they are written preeminently for Londoners. There is an intimacy about them that is almost entirely lacking in America. It is a surprising paradox that the great dailies of the largest city in the world have more the atmosphere of a small-town paper than of the metropolitan journal.

EVERY newspaper runs its daily "Gossip page," with brightly written, chatty items about the doings of well-known people, the latest books and plays, the races—anything that the Londoner happens to be talking about at the time. Where the American newspaper may be likened to a lecture, the London paper resembles a dinner-table conversation. Even its chief stories are so largely local that to the transatlantic visitor they appear to be unworthy of the prominence given them, and he dubs the paper uninteresting.

Then, too, the screaming headline is unknown. Certain of the English newspapers do not run any news at all on their front pages, devoting those to advertisements. (This practice is a throwback to the days when advertisers were unbelieving and hard to snare.

The Daily Express and other progressive newspapers have abandoned it, and it is probable that others will do so in time.) The American reader, accustomed to having his news hurled at him, feels that "there's nothing in the paper" because nothing is unduly played up.

The front page of The Daily Express, a typical London morning daily, with a circulation of about a million, consists of seven columns. Its type is slightly larger than that in most American newspapers. Two columns at the left-hand side of the page are usually devoted to the "lead" story—the most important of the day. Above the lead story is an "intro," written by a copyreader and briefly summarizing it. The remaining columns carry five "front page tops." As the "tops" are the only stories in the paper to carry large heads, they are selected with utmost care, and competition for "tops" between the home side and the foreign side is keen. The highest praise a story can earn is, "It's worth a 'top'." Once the lead and the "tops" are allotted the staff breathes easier.

ARTHUR BEVERLEY BAXTER, the Canadian editor of The Daily Express, has defied tradition by running his paper without a lead story on days when no news seemed to justify distinction. Until last year, however, such a radical departure was unknown.

Next to the lead, the largest head is a "Black Splash," of which the following is a fair example:

BETTING TAX STARTING IN CHAOS.

MANY BOOKMAKERS
STILL WITHOUT
LICENCES.

EVASIONS EASY.

NO DISCRIMINATION
EXERCISED

When the inflexibility of the style is considered—not more than three lines of ten letters each in the main head—it will be seen that the story is fairly completely told. The English head, contrary to American belief, is not a “label.” It must tell the story, despite space limitations that would drive most American desk men wild. I have written both kinds, and I say unhesitatingly, that the English is the harder.

LIKE the heads, the stories themselves are much more stringently regulated. Rules of style are many and various. Everything is condensed, for sixteen pages is the largest paper ever run by the seven-column dailies. Most of one’s pet phrases seem to be barred. Sentences must begin with the subject. This throws out such beginnings as, “That John Jones was unaware,” or “Claiming that he was attacked,” or any one of a half-dozen others. Although the American-trained reporter is bewildered and cramped at first he soon becomes accustomed to the rules, and eventually finds himself turning out purer and better English.

So much for the story. What of the organization?

Because of their small size English newspapers do not employ editorial staffs proportionate to their circulations. Routine news is covered by news agencies. The actual reportorial staff runs from ten to fifteen, exclusive of the “gossip” paragraphers and special writers. The news editor, or as he is sometimes called, chief reporter, allots stories and has charge of the reporters generally. There is no assignment book, as such, but whenever a man or woman is sent out his or her name and a brief resume of the story are recorded on a sheet to be later used in conference.

THANKS to the National Union of Journalists, which has arranged hours and wages with the employers, reporters work on eight-hour shifts. The usual system (on a morning paper) is to work from eleven a. m. to seven p. m. one week and from three to eleven p. m. (or four to twelve) the next. The majority of men are morning newspaper men, for unlike in America—where the tendency seems to be towards evening papers—London is a morning paper city.

There are fourteen prominent morning dailies and only three evenings. This is partly due to the fact that the country is so small that the “mornings” are able to reach all parts the same day. The evenings are largely confined to the London district.

Under the eight-hour system the reporter works like mischief while he’s on duty, and then goes off. There is very little sitting around the office—it is a case of in and out again, with the knowledge that the bulk of the stories must be in by six-thirty or so to keep one hustling. The English reporter of today is just as quick and keen as his American *confrere*. The

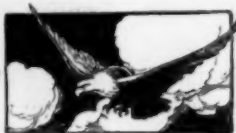
Londoner faces a competition that is unequalled even in New York, and it is a case of survival of the fittest. The hack writer of more leisurely days is fast disappearing, to be replaced by young, well-educated, and enthusiastic men and women. The atmosphere of English and American newspaper offices is much the same—I imagine that it does not alter much the world over. A newspaper man of whatever race seems to get the same thrill out of handling a good story.

ONE thing that immediately strikes a Canadian newspaper man in London is the lack of cooperation between the dailies and police and hospital authorities. All police stations are forbidden to give information to the press—and many of them observe the edict. All news must come from headquarters—the

famous “Scotland Yard.” This is probably to prevent stations from being pestered by a score of papers—but whatever it is, there is none of the camaraderie between press and police that exists on this side of the Atlantic.

Because of the dearth of official information “scoops” are much more numerous than in America. Whether a newspaper hears of an accident or a crime depends on the efficiency of its news-gathering net. It is hours, sometimes days, before Scotland Yard divulges its secrets. Hospitals usually refuse to give any information about patients.

The same thing applies to fires. Unemployed men know that they can make half-a crown (sixty cents) by reporting a fire or an accident to any newspaper, and these “runners,” are a recognized (Continued on page 17)



They Stuck to the Job

“During the general strike which disrupted England last May, newspaper editorial staffs, defying their union (and thereby well-nigh shattering it) stayed to a man at their posts. Harried by pickets, attacked by strikers’ gangs, dubbed scabs and blacklegs by five million men, they took off their coats and got out the news. Theirs was a sacred duty, for ignorance would have bred panic.

“Twenty-four hour shifts were the order of the day. Blankets were brought down to the office and the men slept ready for instant duty.”—Clarke Ashworth.

After College What?

Straightforward Advice to the Young Man Who Wants to Know

How to Begin, From Veterans

WE want your advice, THE QUILL wrote to a score of eminent, thinking men who are executives in the newspaper, magazine and teaching fields. "How should a young man, perhaps twenty-one years old, and just finishing college, plan to spend the several years immediately after graduation? We'll assume he intends to follow some phase of newspaper or magazine work, but hasn't yet determined what it shall be."

The response was quick and to the point. If he hasn't studied journalism, say several, he'd better turn right around and do it. "The aspirant to journalism should go to a school of journalism," wired Herbert Bayard Swope, executive editor of The World, New York. "These schools of journalism have thoroughly justified themselves." Quite as emphatic is the editor of The Des Moines Register, Harvey Ingham. "If a boy can afford it he should certainly take a course in one of the standard schools of journalism," is Mr. Ingham's view. "C. W. Gilbert, when he was managing editor of The New York Tribune, told me that nobody could have a greater prejudice against college trained journalists than he, yet in looking over the list of new men on the Tribune he found that every one of them came from the Columbia school of journalism."

AND from Casper S. Yost, editor of the St. Louis Globe-Democrat: "A young man of twenty-one . . . would spend the next two years most advantageously in a school of journalism. However he may be fitted by nature for journalism, he is not fitted for active practice immediately. There are, of course, many who go from college direct to newspaper work but in every case they have to learn a great deal of the elementary knowledge requisite to capable work, and this elementary knowledge can be more quickly and better acquired in a professional school. He does not need a 'broadening experience' before going into journalism; he will get all of this he can digest when he enters the profession." . . . From Canada, on the other hand, comes dissent. Napier Moore, editor of the influential *MacLean's Magazine*, writes that "it always has been my very firm opinion that the only real training school for the chap intending to go into journalism is the city room of a newspaper. And I think that the sooner he gets there the better it is for him."

MOST, perhaps all, of the others took it for granted that the hypothetical young man was a graduate of a journalism school. Assuming that, they turned their attention to his "active" future, and almost without exception they agreed that he'd better hunt himself a job on a small city daily, preferably away from home.

"I have always felt that a man with ambition for practical newspaper work should begin as early as possible," reads a wire from Henry Justin Smith, managing editor of The Chicago Daily News, and author of "Deadlines." "But he doesn't have to start among the discouragements and harsh competitions of a big city. Let him capture a small circle and grow into larger ones, always remembering that to exert a fine influence even upon two thousand people is good fortune." Go to some small daily publication, not in your home town, and get any kind of reporting you can do for that paper, even if you have to work for nothing, advises the general manager of the Associated Press, Kent Cooper. Try to hook up with a city editor who is interested in bringing out all there is in a man. "Most young men, having finished their college education, immediately want to begin to produce a fortune, get married and buy a home, just at a time when they ought to make haste slowly."

Get a job immediately on some small city newspaper, concurs Loring A. Schuler, editor of The Country Gentleman. "A reporter in such a town gets a much wider experience than on a metropolitan daily. He will immediately have to do everything from covering trash box fires to writing reviews of society musical afternoons and from reporting a Sunday School convention to writing a snappy story of a prize fight." After two years, "if your reporter has anything at all in him he'll be ready for the big time on some big city newspaper from which he can go on to executive editorial jobs or into magazine work. If the newspaper instinct is lacking he'll find it out in a small town just as quickly as in a big one."

"UNLESS a young man has a decided bent for some highly specialized phase of journalism and expects to devote his life exclusively to that phase, I should recommend general experience for the first two years out of college." This from Nelson Antrim Crawford, director of information for the United States Department of Agriculture. "General ex-

perience can best be got on a daily newspaper in a city under 50,000 population. There the young man has a chance to write all types of news and feature stories. The chances are that in two years he can also get some desk experience. He may even have the opportunity to write a few editorials."

The small city, by all means, repeats *The World's* assistant managing editor, William P. Beazell, who detailed his views on this subject in a comprehensive article in the September *QUILL*. "Spend those two years," says Wheeler McMillen, associate editor of *Farm and Fireside*, "on at least three different, well edited newspapers in widely separated towns of less than one hundred thousand population. I know of no means of acquiring any broader experience, nor one that will be more useful in whatever type of journalism one pursues thereafter." Since no newspaper man can count himself fully trained until he has acquainted himself firsthand with the United States, this advice seems thoroughly sound. . . . A newspaper in a city under 50,000 but over 8,000, and away from home, is the prescription of Hugh Baillie, general business manager of the United Press Associations.

Start at the bottom, somewhere away from home, and consider yourself a cub throughout the two years, is the contribution of Joseph Pulitzer, publisher of the *St. Louis Post-Dispatch*. Merle Crowell, editor of *The American Magazine*, who stepped from Colby College into a reportorial post on *The New York Evening Sun*, would do the same thing again. The bigger the paper the better, he feels. The graduate "should actually do reporting, however—by this I mean either 'leg work' or writing, or rewriting. A judicious combination of the three is probably the best mixture."

"**B**UT, for Heaven's sake, tell him to stay away from the big cities!" James Wright Brown, publisher of *Editor & Publisher*, writes this. New York, especially, is overcrowded, he says. Start at the bottom, and don't cheat yourself by dodging the hard knocks.

"Work on a paper in a city of twenty to forty or fifty thousand," advises Erie C. Hopwood, editor of *The Cleveland Plain Dealer*. From such a start the beginner "ought to move into larger fields as expeditiously as his development will warrant. Staying too long in a small city is almost certain to develop bad newspaper habits unless the small city editor happens to be an exceptional man.

"I believe there is a growing feeling on the part of editors in metropolitan centers that they can not afford to take on young men who have had no practical newspaper experience. The drive in the big news-

paper offices is becoming so intense that no one has much time to bother with cub reporters. There are, of course, many exceptions to this rule. In our own case we frequently take on young men with no experience whatever, provided they seem to have a natural aptitude for newspaper work and the right kind of personality."

The astute managing editor of the *Indianapolis Star*, James A. Stuart, contributes the viewpoint of the employer. "I have found the best material coming from the county seat towns of ten thousand to twenty thousand population," he says, "where a reporter gets general experience more quickly and completely than he does on a larger paper."

SOME keen observers maintain that any start is the right start, if the starter has it in him to be a newspaper man. He should work on a newspaper "wherever he can find one," says William Allen White, publisher of the *Emporia Gazette*. "The first thing to do is to get into a newspaper business and get a job; the second thing to do is to do the job well." Tom Dillon, managing editor of *The Minneapolis Tribune*, says very frankly that he has no contribution to make because he "doesn't know. In this helter-skelter business of ours there doesn't seem to be any system that works out in the development of young men. They come into success or failure from all sorts of odd directions and the more I look at them the more confused I become."

E. S. Beck, managing editor of *The Chicago Tribune*: "The first thing that the college graduate needs is practical experience. He might begin in a large city with a news bureau. . . . Or he might go to a small city where he will gain actual experience. With aptitude and work he might succeed either way. As part of his equipment he must be able to meet and understand all kinds of people and present their views, not his. He must know how a city is run; what its departments are for and what they do. He should come in contact with business leaders, labor leaders, lawyers, judges, policemen, politicians, club men and women. His first two years or so should be spent in collision with reality and if he can understand it, as an insider, and write of it simply and clearly, then he has a fair newspaper education."

"**G**ET a job as reporter on a newspaper that is old fashioned enough to pay some attention to news," says Marvin H. Creager, managing editor of *The Milwaukee Journal*. If the graduate "devotes his energy to developing his news gathering and news writing ability, and forgets all about his degree in journalism, he will have every opportunity to learn

practical newspaper work." Curtis A. Hodges, general manager of The Indianapolis News, can see no reason why the graduate "should not at once jump into the newspaper game. His first two years should, I think, be spent on the staff of the best paper with which he can establish contact."

"After the first two years," says Hugh Baillie, "the reporter should take an added year on a paper like the Oregon Journal or the Des Moines Tribune, where he will learn something about having his material well copyread and cut, and will learn something of newspaper practice in a large newspaper and have an added scope for his activities on the feature side. After three years of that experience—if he still feels that he can not stay out of the industry—he ought to be ready to determine his future course."

Strongly in favor of a broadening experience is Bruce Bliven, associate editor of The New Republic. "In my judgment, the young man just out of college should spend a few months abroad if he can afford it. If he can't afford it he should go anyhow. When he gets back, he should sit down and try to make up his mind what sort of work he hopes to be doing at fifty, and where. Then he should *at once* go there, or as near as he can get, and do it, or something as like it as possible. The reason I know this is good advice is that I wish I had followed this course myself!" Along the same line, Ralph L. Crosman, head of the department of journalism at the University of Colorado, advises the graduate if at all possible to travel for two years in this country and abroad, studying political, economic and sociological conditions. "Next best would be graduate work in a large city like New York or London, where . . . human experiences in their widest variety can be observed." Mr. Crosman believes that the young man who must go immediately to work should begin in a small town away from home.

"In addition to holding down a job," suggests Nelson Antrim Crawford, "the young newspaper man should keep up his reading and should do some writing outside of that required in his daily work. There

is opportunity for magazine work everywhere; reporters should start early. Reading and writing habits are of the utmost importance to the journalist. He should have acquired these habits in college. He should keep them up steadily after graduation. The first few years are likely to be the determining ones in this respect."

Kenneth Hogate, managing editor of The Wall Street Journal, takes a bird's-eye look at the situation. "Journalism is so exacting and so capricious," he says, "that it is advisable for the individual to ascertain as quickly as possible whether he is fitted for the work and whether it meets his expectations. There are too many misfits already. Every man contemplating journalism should give himself a test of, say, five years. If he hasn't made progress in that time he should get out of journalism. Success can not be measured by financial standards alone, but there should be definite financial progress during this period. There should also be cultural advancement and greatly broadened vision, but the real test is in the 'feel' and that is something which the individual should be able to determine for himself." George S. Mandell, managing editor of The Boston Transcript, agrees that not everybody belongs in journalism.

If the graduate "is not gregarious, he would better try another job," in Mr. Mandell's opinion. "Sympathetic curiosity in other people's affairs is a newspaper man's best asset. 'Nativity' is as essential to him as to the poet. He too must be 'born,' not 'made.' Get a job on the paper most to your liking. Do your assigned work conscientiously. Welcome every extra bit you can get the chaps above to shirk onto you. You'll soon be giving them orders! You must be worth *twice* what you are getting before you can expect a ten per cent raise."

After a country-wide experience James A. Stuart advises "any young man making newspaper work his life career to keep before him the goal of ownership or partial ownership of a newspaper property. He is more apt to find this opportunity presented to him in the field of the smaller dailies than he is in a larger city."



He Covered the Riff!

Coming in the January issue is one of the most absorbing stories that THE QUILL has ever published. Clarke Ashworth, (author of "The Ways of Fleet Street," in this number), writes it.

"Clarence Streit—a Montana Sigma Delta Chi—was striding with me up a dusty trail one day towards the spearhead of an advance, when two ugly six-inch shells buried themselves with devastating explosions in a hillside three or four hundred yards away. A machine gun that seemed right over our heads began popping madly and we dived with remarkable unanimity into a nearby gully."

The rest of Ashworth's story—the story of the French and Spanish campaign in Morocco—is quite as colorful as this sample. The job of interviewing in somebody else's language, the exasperating handicaps of censorship, how it feels to be under fire—Ashworth tells, with the vividness of the first-hand observer, exactly what a foreign correspondent has to face. You'll be reading it—*Next Month*.

The Big-City Man Goes To The Country

*What Happened When a Veteran Newspaper Man, Without Previous Business Experience,
Set Out to Buy and Manage a Newspaper of His Own*

By George F. Pierrot

Two years ago, at the age of 43, Walter P. McGuire did what every big-city newspaper man dreams of doing—but seldom achieves—he bought himself a country newspaper.

Just to make it interesting—and hazardous—McGuire was a big-city man with no “business” experience. Behind him were twenty-five years of purely editorial work—beginning in Minneapolis and St. Paul, later on the reporting staffs and copy desks of the New York Times and New York Sun, then in national magazine work, first as editor of Boys’ Life in New York and finally as managing editor of The American Boy, in Detroit. Such subjects as advertising, circulation and finance had never claimed his interest, except as the editorial end was related to them. Moreover, while his editorial jobs had paid him well—at times even handsomely—they had left him rich in colorful experience and acquaintanceship, but not so rich in money.

And so, on a small down payment, McGuire made himself proprietor of the substantial Lapeer County (Michigan) Press. Made himself publisher of a twenty-four page all-home-print weekly, hungry for advertisements that he himself must sell, and often write. Made himself master of a battery of linotypes and job presses—money eaters unless kept everlastingly busy. And he placed himself at the provider’s end of a big payroll which had to be met weekly out of money that had to be earned and collected promptly.

How this dyed-in-the-wool editorial man went about choosing his newspaper, and how he ran it after he got it, and helped to build the circulation up to 6,000—an enormous total for the country field—make this article worthwhile reading for every newspaper man who cherishes, in the back of his mind, the hope of some day buying his job.

“WHY did I quit magazine work?”

Walter P. McGuire leaned a long way back in his battered swivel chair and grinned as he answered:

“Two girls of close to college age, and you know how much coonskin coats cost!”

McGuire may be forty-five, as he afterwards told me he was, but he looks and thinks and dresses a dozen years younger. It’s pretty hard to believe him the father of two teen-age daughters.

“But seriously,” he went on, “I was facing what every editorial man in my position sooner or later has to face. Middle age in the offing, and with it a desire to fortify myself with something more than a salary. You younger fellows will learn soon enough that a man’s standard of living tends to grow as his pay envelope grows, and sometimes faster! Moreover I had seen, dozens of times, good men discharged because of a change of ownership or a change of policy, or some other happening that they couldn’t foresee or control.

“I wanted a business of my own—something that would yield me a good living and that could be sold when I had finished with it, if I ever did.

“I couldn’t make much of a down payment. As a rule a newspaper man can’t. Still, I wasn’t in a position to take the chance that a man of twenty-five might take; I hadn’t the time to build up a very young or run down property; I had to buy a going concern—one that would yield me some sort of income from the very start.

“It wasn’t hard to uncover prospects, and as you’d expect I found plenty of bad ones.”

ON the wall a telephone jingled, and McGuire answered it.

“Jones, yes” I heard him say. “I’ve checked our estimate again. No we can’t swing the order for less than seven hundred and twelve dollars. Two-color jobs mean a double run. We do careful work and deliver it on time, and we have to make a fair profit, you know. By all means get some more bids. No hard feelings? Of course not.”

McGuire hung up with the smile that, I suspect, has made all Lapeer county his good friend.

“It’s hard to turn down a good job,” he said, rather ruefully, “but if it won’t pay its way you’d better do it. Too many print shops don’t know their costs and take on work at a loss rather than see it go elsewhere.”

“You were giving me some tips,” I reminded, “on picking a newspaper to buy.”

“I found a lot of newspapers that looked prosperous but really weren’t. They were publishing wads of advertising but some of it they were giving away. Much of the ‘paid’ they weren’t collecting for—bad debt stuff. Their circulation list was poorly kept—very misleading. They’d accustomed their readers to annual drives in which autos and dinner sets and all manner of premiums were offered.

“Usually, I found, a publisher who ran such a shoddy office was shoddy in his outside relationships. A visit to the bank, or an inquiry at the paper house with which he did business, revealed that his standing wasn’t first-rate. I felt I couldn’t afford to follow in any such person’s footsteps.

“The Lapeer County Press, with a total gross

publishing business of more than \$100,000 a year, seemed considerably ahead of anything I could afford. On the other hand I understood that the owner definitely wanted to sell, and so just as a conscientious reporter runs down every tip I decided to look into this one.

"The property stood the test. In the first place, the town was prosperous. Lapeer had 5,000 of the county's 28,000 inhabitants, and its three principal manufacturing plants. Most of the paper's constituents were farmers, of splendid native stock, thrifty and industrious. I couldn't see the town or county booming; at the same time both were sure of a conservative, healthy growth.

"An expert from the American Type Foundry Company informed me that the equipment was in first-class shape, and worth the money. The insurance inventory tallied with the owner's statement of value; a Lapeer bank and a Lapeer real estate firm told me the land and the building weren't overpriced. So much for land and equipment.

"The paper's good will was unquestionable. To test it, I picked twelve business and professional men whose names I saw in the paper and wrote to each, telling him no more than that I was contemplating a business venture with Harry Myers, publisher of The Lapeer County Press, and asking him to tell me about Myers, confidentially, whatever he himself would wish to know were our positions reversed. I was amazed and delighted to find that each of the twelve answered on the day my letter reached him! Each praised Myers and The Press; one man, head of a business house in Lapeer, said he'd rather have his son go into business with Harry Myers than any man he knew of. Convincing, wasn't it?

"THE paper's circulation, I discovered, was not a major problem. For the last eight years not a premium had been offered, and the paper's circulation, about 4,500, virtually blanketed the county. Subscribers considered it a part of the family; they bought it because they wanted it, and not because they wanted a fountain pen or a set of dishes.

"The Press's credit, with paper and ink, and type and machinery houses, was golden. Merchants had

been taught the value of advertising, and they paid for it as promptly as they paid for other commodities.

"The company's books were clear and specific and the balance sheet was impressive. The printing business was large and well distributed throughout the year; bids were prepared in accordance with the Franklin Price List, and as a result, every job, big or little, was contributing its proper share to overhead and profit.

"I sat at my desk in the magazine office and badly wanted that paper up in Lapeer. The more I pondered it, and the more I sought advice from friends, the stronger became my desire. I decided, finally, that mine it must be. The obstacle was that down payment, for I hadn't and couldn't scrape together the sum that Myers had a right to expect. We discussed matters in a long conference, however, and we at last agreed upon an arrangement that would let me take over a major interest in the paper.

"Before I go on, better tell the young fellows that will read your article, that I wouldn't advise everybody to insist on such a favorable proposition as this one of mine. Remind them that I took my plunge at the age of forty-three. Had I been twelve or fifteen years younger, I'd likely have taken anything that promised a moderate living to start with, and that could be built up as Myers had built up the Lapeer County Press. But any young man who plans to buy a newspaper might well have

several other points in mind.

"When one estimates the amount of business a paper *could* be doing, he should estimate at the same time the cost of the additional equipment he'd require to get away with that amount of business. Otherwise he might find plenty of work within his grasp, but no facilities for handling it, or money to provide them.

"Second, the opposition should not be undervalued. Is the rival putting out a poor newspaper? Fine, and so far, so good. But you must know more than that. How much capital has he? If he's comparatively wealthy, and some country publishers are, he may meet every dollar you spend with two dollars, whether the immediate business justifies it or not—set a pace which you, with limited resources, can not equal. Don't enter yourself in a race that you're bound to lose."

(Continued on page 20)

Shall You Go to the Country?

"The country publishing field has its very real advantages. It offers a man a larger share in community building. An editor in a small city is closer to his readers; he has the fun of seeing some of his policies work out, next door. He need not stagnate, for rural problems, like urban problems, are big and endless. To be sure, his work may not bring national contacts and national recognition. On the other hand, he sees before him a cross section of life in all its interesting minuteness. His is the incomparable privilege of enjoying the closest possible look at the American citizen of today."—Walter P. McGuire.



FRATERNITY MOVES TOWARD INFLUENCE

BARS RAISED BY CONVENTION

Fraternity To Be Stricter in Choosing Members and Chapters

Stricter professional standards of membership, closer identification of Sigma Delta Chi with schools and departments of journalism, and decision to work more energetically toward making chapter meetings the center of professional discussions were among the important accomplishments of the convention.

Hereafter, according to a recommendation of the Aims and Progress Committee which was adopted by the convention, chapters will be granted only to groups in colleges and universities having recognized departments or schools of journalism. In taking this step the convention recalled that at Toronto, Cornell and several other schools the fraternity has successful chapters, but felt that hereafter the new requirement would be desirable. It affects no chapters already established. No undergraduate may be pledged or initiated, from now on, unless he is maintaining a passing grade in all subjects. The convention also directed individual chapters to give attention to a scholastic requirement for membership, and to set this as high as practicable. A proposal to establish generally a standing of 85 percent was defeated because delegates felt that grading systems differed too widely to justify such an arbitrary standard.

To encourage a closer cooperation between chapter and faculty the convention voted that hereafter faculty advisers will be nominated by the chapters and elected by the executive council.

The convention went on record as disapproving non-professional activities on the part of chapters, except to raise money for professional purposes.

The convention voted to ask teachers of journalism, at their forthcoming meeting, to reaffirm their once-given pledge of confidence in the aims and activities of the fraternity.

The convention directed the executive council to prepare a statement of the fraternity's aims to be sent to each pledge.

Fraternity to Have Permanent Headquarters

Immediately after the 1927 convention a permanent national office will be established in a building owned by Ward H. Neff, at 836 Exchange Avenue, Chicago. If plans outlined by the executive council at the convention can be carried out, the council has pledged itself not to look to active chapters for any contribution toward the increased expense of such an office, but hopes to raise additional money collection of alumni dues, and by drastic economies in all the national offices.

MONTANA IS NAMED BEST

By maintaining a close contact of fraternity officers on all matters of fraternal business and carrying out an unusual program of journalistic activities, the Montana University chapter rose from the ranks to win the National Efficiency Cup at the 1926 convention.

Last year's winner—North Dakota—placed a close second, with Oregon State and Iowa State following in order. Chapters to receive honorable mention were Cornell, De Pauw, Grinnell, Indiana, Marquette, Missouri, Toronto, Washington, and South Dakota.

Montana's most noteworthy journalistic activity proved to be the writing and sending out of publicity for the university.

For several years the chapter's publicity entrusted with the university's publicity appropriation, and its record has been so good that university authorities have shown no inclination to hire a publicity man. Scrap books, filled with newspaper and magazine clippings, attested to the effectiveness of the chapter's work.

North Dakota was commended for the character of its chapter meetings.

Treasury Grows

FIRST GROUP REMEMBERED

Bronze Tablet at De Pauw Honors Fraternity Founders

"In Commemoration of the Founding of Sigma Delta Chi, Professional Journalistic Fraternity At De Pauw University April 17, 1909."

In those words the bronze tablet that rests on the north side of the East College building at De Pauw University honors the group of students who, seventeen years ago, conceived the idea of a Greek letter organization of journalists.

The tablet was presented to the fraternity and De Pauw by the Indiana chapters, and Indianapolis alumni, at a dedication service held on April 17, this year.

The ceremony was made significant by the presence of L. H. Millikan, of Indianapolis, one of the charter members of the fraternity. Millikan, who briefly reviewed the events leading to the establishment of the first chapter, is the man who first broached the idea of a journalistic fraternity. He was editor-in-chief of the De Pauw daily at the time.

Lawrence W. Murphy, second vice president of the fraternity, accepted the gift for Sigma Delta Chi, in the place of President Donald H. Clark. President Lemuel H. Murlin, of De Pauw University, received the memorial on behalf of the institution.

French Winner of Wells Award

Roy L. French, who has served Sigma Delta Chi successively as executive councilman, treasurer and secretary, and is now national president, received the symbolic expression of the fraternity's appreciation when Hawley H. Wells, former president, presented him with the Wells Memorial Key during the closing minutes of the 1926 convention.

French, who is a graduate of the Wisconsin

Neff Snoozes; Pays For It!

A. H. Slevers, Iowa State, proved to be the convention's best "collector." As sergeant at arms, a position which he filled with distinction and hard-headedness, he collected \$19.50. Among the items were six dollars each from North-western and Syracuse, for being absent from the first two sessions, and fifty cents from Ward Neff for sleeping late that chilly Tuesday morning.

MURPHY WILL EDIT QUILL

Lawrence W. Murphy, head of the courses in journalism at the University of Wisconsin, will become Quill managing editor beginning with the January, 1927, issue. The Quill Publication Board announced early in December. The convention had accepted the resignation of Mark L. Haas, retiring managing editor, who gave up the position because of press of other duties, and the Board had named George F. Pierrot and Franklin M. Reck as acting managing editors, to put out the December issue.

Murphy is a graduate of the University of Wisconsin, and before joining the Illinois teaching staff had headed the department of journalism at North Dakota. He is active in the Illinois Press Association, and is retiring editor of The Journalism Bulletin, a journalism teachers' quarterly which he has pushed to a position of prominence.

The Board was able to announce that through the generosity of Ward A. Neff the Quill now has a full fledged circulation department, with headquarters at 836 Exchange Ave., Chicago. The circulation department is undertaking to keep correct addresses of all alumni, as well as Quill subscribers, and to direct them to subscription. The convention, by way of cooperation, voted that chapters "renew" their subscription to the Quill. The convention, by way of cooperation, voted that chapters "renew" their subscription to the Quill. The convention, by way of cooperation, voted that chapters "renew" their subscription to the Quill.

CONVENTION IS PROFESSIONAL

Delegates Hear How Fraternity May Assume Leadership if Willing

A growing comprehension of the fraternity's significance in future journalism, expressed alike by visiting speakers, officers and delegates, characterized the twelfth annual convention of Sigma Delta Chi, held at Madison, November 15 to 17. The convention might be said to have begun when the executive council met at the Hotel Morrison, Chicago, Sunday, November 14. Donald H. Clark, George F. Pierrot, Roy L. French, Ward A. Neff, Robert B. Tarr, Lawrence W. Murphy, Mortimer Goodwin and Clifford DePuy were present at this preliminary meeting.

Registration of delegates at the university Y. M. C. A., Madison, continued until nearly eleven o'clock Monday morning, when President Clark called the first session to order. All but two delegates took seats at that time.

Professor Willard G. Bleyer, head of the journalism school at Wisconsin, turned the convention's mind toward matters of professional importance when, in his welcoming address, he specified four ways in which Sigma Delta Chi might work to raise the standards of journalism. "Organize the rank and file of newspaper men into local and national professional associations," he suggested. "Develop a method of testing the professional qualifications of young men and women desiring to enter journalism. Set up machinery for maintaining professional ethical standards. Finally, maintain a salary scale adequate to retain men of ability in journalism."

Chapters in Good Condition

Following Dr. Bleyer's talk, President Clark called upon the national officers for their reports. These showed the chapters to be in better condition than at any previous time in their history. After the business session in the afternoon, the convention listened to the address of Kent Cooper, general manager of the Associated Press, in which he said that Sigma Delta Chi and schools of journalism should be in the forefront of the news.

The convention voted to ask teachers of journalism, at their forthcoming meeting, to recommend their own organization on condition that the aim and activities of the fraternity.

The convention directed the executive council to prepare a statement of the fraternity's aims to be sent to each pledge, and it directed the secretary to enter in a book all future convention acts that have to do with fraternity policy.

Academic Side Gets Approval

The convention, as a further advance along the road to professionalism, passed the following resolution:

That Sigma Delta Chi is in complete accord with the American Society of Newspaper Editors in its declaration that: "It is the sense of the American Society of Newspaper Editors that academic and professional training for journalism should take one of two forms:

1. A complete course at a university school of journalism leading to a degree.
2. Attendance at a summer school of journalism leading to a degree.

"The Society commends as the ultimate goal of schools of journalism their development into graduate schools to the end that their educational standards shall be on a par with those maintained at the best schools of law and medicine.

"The society disapproves courses in journalism at institutions of learning that have no regular established school of training for the profession and believe that such courses are taken at serious expense to the undergraduate's training in fundamentals."

Sigma Delta Chi also endorsed the requirement of a period of internship on regular publications in connection with the work for a degree of journalism.

Enrollment Now Exceeds 4,500

Active chapters are healthier than they've ever been before, according to Secretary Roy L. French's report to the convention. He enrolled, during his year in office, 410 men, bringing the grand total since the fraternity's founding to 4,569, of whom 1,003 are life subscribers.

While Knox and Beloit chapters had relinquished their charters, being unable to meet the fraternity's professional membership standards, new groups had been taken in at Butler, South Dakota and Syracuse. The eleven best chapters, so far as relations with the national office were concerned alphabetically, were: Cornell, Kansas, Michigan, Missouri, Montana, Oklahoma, Oregon, Oregon State, Texas, Wisconsin. French commended two of the new chapters, Syracuse and South Dakota.

Weak Chapters Go

Inability to live up to the fraternity's professional standards of membership caused the Knox and Beloit chapters to drop out of Sigma Delta Chi during the last year, the convention approving their retirement.

Treasury Grows As All Offices Cut Expenses

Savings in the operation of national offices has resulted in an increase of over \$1,500 in the cash balance of the fraternity during the past year. If drastic economy is practiced during the coming year national officers see their way to establishing a permanent headquarters in Chicago. Goodwin, retiring treasurer, Mortimer, Goodwin, reported a balance of \$2065.93, and a net worth of \$1688.93, after certain obligations are met. This net worth will be further reduced to about \$1400 when the expenses of the 1926 convention have been paid.

In addition to the economy exercised by the national officers and The Quill editor, another reason for the increased balance is the collecting of \$447 from alumni in the form of annual dues of one dollar. This amount was received after a single circularization of graduates by Robert B. Tharr, retiring alumni secretary.

Service of Remembrance

Jests were stilled and the gavel muffled for a few moments when the convention delegates united under F. Pierrot in the Service of Remembrance for brothers in Sigma Delta Chi who have died during the past year: Ransom Hofto, North Dakota; John Moriarity, Montana '24; Ellis Foster, Oklahoma '20; Bernard Quesnel, Montana '26, and Miller Moore Fogg, director of the school of journalism at Nebraska, were the ones who were recalled.

Kansas Gets 1927 Convention

The 1927 convention of Sigma Delta Chi will take place at the University of Kansas, Lawrence, Kansas. The University of Texas was the unsuccessful bidder for the convention, though its invitation received enthusiastic support from all far-north delegates!

IN THE CONVENTION BOOK

Delegates and visitors to the Madison convention, registered in the following order on the morning of November 18: Edgar H. Reeder, Montana; Joe C. Schelsen, Butler; Richard L. Youngman, Kansas State; George Kidd, Indiana; A. L. McMillan, Oregon State; Herald Hicks, Grinnell, Iowa; L. G. Cutler, Kansas.

Edward J. Franta, North Dakota; Edward K. Thompson, North Dakota; Robert W. Brown, Washington; Lester J. Sack, Missouri; Granville Price, Texas; Roy L. French, national secretary, North Dakota; Ward A. Neff, Missouri '13, Chicago; George F. Pierrot, Washington '20, past president, Detroit; Oliver S. Grambling, Columbia.

man, treasurer and secretary, and is now national president. The convention was held when Hawley Tapping, former president, presented him with the Wells Memorial Key during the closing minutes of the 1926 convention.

French, who is a graduate of the Wisconsin chapter, is now head of journalism at the University of North Dakota, where he is developing a system of instruction designed to develop each student individually, rather than fit him to an educational mould. As a member of the executive council of the fraternity he did an exceptional job of collecting Quill life memberships from alumni.

The Key is awarded in memory of Chester F. Wells, of the Wisconsin chapter, who died when serving as national president. Those who have previously received the honor are Roger Steffen, Laurence Sloan, Carl Geis, F. M. Church, Kenneth Hogate, Lee A. White, Hawley Tapping, Ward Neff, George F. Pierrot and Donald Clark.

Endowment Fund Is Approaching Twenty Thousand

Only three years old, but look at him! Just a year ago, The Quill Endowment Fund tipped the scales at \$11,108.35. Today he shoves the marker to \$17,788.50, showing an increase of \$6,680.15 in 1926. An analysis of the fund shows that it is proportioned chiefly of first mortgages, first mortgage bonds, corporation and railroad bonds.

According to the endowment plan, \$20 from the initiation fee of each member of the fraternity goes into the fund, or enough, at 5%, to pay his annual Quill subscription fee. At present the fund is getting only \$15, because \$5 is needed to finance The Quill, but as soon as its income is sufficient the fund will support the magazine. This, plus life memberships from alumni and the earnings of the fund account for its present size. The 1924 report of the trustees shows that the fraternity is now obligated to deliver The Quill for life to 993 members in return for the \$14,920 that has been turned over to the fund.

By 1930, the trustees anticipate that the interest from the fund will be large enough to operate The Quill.

BUREAU IS SUCCESSFUL

Definite progress in selling the services of the Personnel Bureau to employers and in helping members of Sigma Delta Chi with the report to the convention of Director Robert B. Tharr.

Vote Thanks to S. D. C. Helpers

Formal thanks to Mitchell V. Charnley for the hard work and exceptionally good writing that went into the recently issued fraternity history was voted by the convention. The fraternity was thanked, in other resolutions, Ward Neff, secretary-treasurer of The Quill Endowment Trust; James Wright Brown, the Wisconsin chapter, and others who helped conduct the convention.

Oregonian Is Ritual Paper

The Portland Oregonian, recognized as one of the great newspapers of the United States, was chosen by the convention for use in chapter initiations throughout 1927.

These Sigma Delta Chis Were Registered

Jake H. Morrison, Jr., Louisiana State; John H. Jameson, Oklahoma; Robert E. Crouch, De Pauw; Paul W. Jones, Purdue; Smith H. Cady, Jr., Michigan; Courtland C. Smith, Michigan; Victor L. Hackler, Nebraska; William J. Waters, Cornell; Stevens P. Kinney, Colorado.

Donald H. Clark, Grinnell '18, national president, St. Louis; Clifford DePuy, Des Moines; C. A. Brewer, Indiana; Laurence L. Jackey, Washington State; Donald C. Sellers, Oregon; Kenneth E. Hartman, Drake; James B. Keithley, Drake; Wallace W. Knox, Stanford; C. H. Wolfe, Iowa State.

W. E. Warne, California; L. J. Hartnett, Marquette; Merrill S. Paffney, Iowa; Nat. S. Finney, Minnesota; John A. Babb,

South Dakota; Llewellyn B. White, Kansas '22, University of South Dakota; Wilford E. Smith, Grinnell; M. O. Ryan, North Dakota; Edwin V. O'Neil, De Pauw '24, Indianapolis; C. B. F. Smith, Iowa State; F. A. Lyman, Iowa State; L. C. Rossmann, Iowa State; A. H. Sievers, Iowa State.

R. B. Tarr, Michigan; William Bechtold, Illinois; Harris W. Jones, Illinois; Robert C. H. Mitchell, Toronto; Irving L. Dillard, Illinois; William M. Smartt, Cornell; Paul A. Potter, Chicago; Russell H. Reeves, Ohio State; Harry W. Sack, Pittsburgh.

H. E. Pride, Iowa State; John Croesen, Western Reserve; George V. Pring, Syracuse; Vernon G. Carrier, Wisconsin; Frank Thayer, Chicago; Ralph Thompson, Northwestern; T. Hawley Tapping, Michigan; Franklin M. Reck, Detroit.

to be in better condition than at any previous time in their history.

After the business session in the afternoon, the convention listened to the address of Kent Cooper, general manager of the Associated Press, in which he said, that Sigma Delta Chi and schools of journalism were guarantees of the future well-being of journalism.

High lights of Tuesday were the speech of Lawrence W. Murphy, head of journalism at Illinois, on the subject, "Education for Journalism"; the Service of Remembrance, conducted by Past President George F. Pierrot; a tour through the unique forest products laboratory and a visit to the "history of journalism" exhibit. In the evening, The Capital Times and Wisconsin State Journal were hosts to the delegates at a dinner dance, held at the Park Hotel.

DePuy Is Speaker

Wednesday morning opened with the address of Clifford DePuy, publisher of trade journals, on "Success in Journalism." At eleven, the fraternity initiated Charles E. Snyder, editor of the Chicago Daily Drovers Journal, and Kenneth Gregory, of the University of Kentucky, whose press club was granted membership in the fraternity at the morning session.

The convention closed with a banquet given by the Wisconsin chapters of Sigma Delta Chi and Theta Sigma Phi, at the University Club. President Glenn Frank, Professor Carl Russell Fish, head of history at Wisconsin, William T. Eysie, editor of the Capital Times, and Charles E. Snyder were speakers. Professor Bleyer presided.

Officers Settle Into New Jobs

With six weeks of the new fiscal year gone by, the new officers, elected at the Madison convention, are hard at work.

To strengthen the bonds between the fraternity, schools of journalism and the active profession, President Roy L. French is planning conferences with teachers, and with Eric C. Hopwood, president of the American Society of Newspaper Editors.

To permit the national secretary, Robert B. Tarr, to devote all his time to the work of his office, President French is relieving him of the personnel bureau and transferring it to John Earhart, Chicago Daily Drovers Journal, 836 Exchange Ave., Chicago.

Undergraduates who are not receiving The Quill, French suggests, should ascertain whether their chapter secretaries have sent their proper addresses to The Quill circulation department, 836 Exchange Ave., Chicago.

Because of The Quill's increasing circulation and reader interest, a new staff position has been created—that of advertising manager. Charles E. Snyder, editor of the Chicago Daily Drovers Journal, is the first appointee.

President French urges all chapters to observe the date of the fraternity's inception by giving a Founders' Day banquet, stressing the fraternity's professional aims, on April 17.

The names and addresses of all new national officers appear on page 19. Willis J. Abbott, historian, writer and editor of The Christian Science Monitor, was voted honorary membership in Sigma Delta Chi by the 1926 convention.

The Constructive Campaign Beats the Violent Crusade

*Denunciation Doesn't Work, and It Destroys the Public's Confidence
in Newspapers, Says Cleveland Editor*

As Told by Erie C. Hopwood to S. H. Reck

THE days of the muckraking crusade—of the virulently denunciatory crusade—are over. Newspapers have found a better way to serve the public. They have found that a persistent, constructive campaign for some worthwhile cause will accomplish more than a bitter, down-tearing attack. They have learned to depend upon affirmative, good-humored suggestion, rather than upon exposures and condemnations."

It is Erie C. Hopwood speaking—Erie C. Hopwood, who is internationally known because of the sane but fearless policies of The Cleveland Plain Dealer, which he edits. He is president, too, of the American Society of Newspaper Editors.

"I can see three reasons for the passing of the violent type of crusade," Mr. Hopwood continued. "The first is that conditions today are much better than they were twenty-five years ago, when appointive offices were bought and sold, franchises were bartered like stocks, and municipal politics was generally and thoroughly rotten.

"Second, the editor who embarks on a campaign of ruthless extermination soon finds that he may not turn back. If there is a favorable tinge to his opponents' stand he dare not admit it; he has raised a wall of bitterness, and he must keep it propped. Naturally, such a situation works injustice, and must lose prestige.

"Third, too many newspapers of questionable ethics have used the violent crusade for disreputable purposes. They have published sensational exposes of vice or other conditions—not to remedy them, but to gain notoriety and to boost circulation. Such a practice is bound to destroy public confidence. The cry of 'wolf!' must be sincere if it is to be believed.

"In direct and happy contrast to the violent type of crusading is the quieter but no less aggressive sort which is pushed so unostentatiously that the public usually isn't aware that it is

going on. This crusade accomplishes its object tranquilly, without rancor and without blasting reputations. Worthwhile newspapers are deep in such crusades, most of the time.

"The situation may be a housing problem, it may be the need for a park or civic center, it may be a shortage of schoolhouses, or a traffic congestion that calls for wider streets. Perhaps there is, on the surface, no 'news' in such situations, but the resourceful brains at the command of a newspaper can create worthwhile news.

"AS I look about me here in Cleveland, for instance, I see a situation which is threatening, at some not-far-distant time, to undermine the city's commercial health. Our upper river can not accommodate ships more than 504 feet long. The length of the newest lake boat is six hundred feet.

"The day is approaching when most ships will be unable to enter the river unless it is widened and straightened and our factories will be cut off from ore and other raw materials.

"We're crusading, right now. We're focusing the attention of all Cleveland on our inadequate river. We're creating news about it, 'playing' that news on the front page. We're urging action through editorials, and through cartoons, which are editorials in pictures. Pretty soon the public will demand action, and then action will come.

"This is the kind of crusade that will always get results. Moreover, its aftermath is harmony. The violent crusade, on the other hand, not only fails to achieve—and usually it does fail—but it sows disruption and it undermines the public's respect for newspapers."

Is the newspaper auto section honest? D. R. Erwin, ex-auto editor for The Seattle Times, who helps buy a million dollars worth of newspaper space for Cadillac, tells you why he thinks it isn't—
NEXT MONTH.

A Word About Mr. Hopwood

Erie C. Hopwood, editor of The Cleveland Plain Dealer, obtained his first newspaper experience on that newspaper, as police reporter, in 1902. He never left it, and served as city editor and managing editor before assuming his present position in 1920.

The Cleveland Plain Dealer is a power in Ohio, and its popularity and prestige demonstrate that a morning paper need not bend the knee to its evening competitors, if it be worthy. Mr. Hopwood's views on journalism are eagerly sought, and his word on crusades is especially timely.

How Three Hundred Dollars Bought a Daily

The Surprising Story of a Newspaper That Was Built With Debts

By Floyd Miller

IF I had known, when I started out seven years ago to acquire a small-town newspaper, the tribulations that were to be mine, I should probably have been content to remain where I was—in the reference department of The Detroit News.

I hadn't been particularly trained for small-town journalism. Most of my experience had been with city dailies. With the business end of newspapering I was barely on speaking terms. And I had just three hundred dollars in Liberty bonds for capital.

Still, with these meager assets, and a willingness to take chances, my brother and I have managed to reach a point in seven years' time where we own 84 per cent of a plant that may be fairly valued at \$85,000.

Newspaper ownership, of course, is becoming increasingly difficult. It's appalling, when you haven't much money, to realize that presses cost \$25,000 and linotypes \$4,000.

First of all, take this warning for what it's worth: If the idea of going into debt is repugnant to you, don't for a minute attempt to buy a paper in a growing community. My brother, Lynn Miller, and I have constantly been crawling out of one obligation just in time to leap into a deeper one. And now, after seven years of it, we are about to borrow \$50,000 in the form of preferred stock to finance a new press in a larger building. We've had twenty-five years of growth in seven years—and twenty-five years of grief!

TO begin at the beginning, my brother and I first heard that the Royal Oak Tribune was for sale in May, 1919. The price, we learned, was \$10,500 for plant and good will. The plant consisted of one linotype, one job press, a two-page newspaper press, a folder, a moderate assortment of type and one typewriter—all enclosed in a building about twenty-five feet square which the paper did not own.

Royal Oak looked good to us. It had a population of 6,000 and was growing rapidly. Its only paper was the weekly that had been offered for sale.

Our resources were scant. There was the \$300 in Liberty bonds. There was our newspaper experience. I had worked on the Hartford Courant, had been with the Havana, Cuba, Post as city editor, sporting editor, assistant editorial writer, or what have you. I'd served the Detroit Free Press and India-

napolis News in various capacities. Finally I had come to The Detroit News, working first as telegraph and cable editor during the war period, and then as chief of the reference department.

One of our most valuable enterprises, from the standpoint of experience, had been The Indianapolis Spectator, a weekly community paper. When Lynn joined the army in 1917, we sold The Spectator for a hundred dollars (which we never collected). During its life, however, it earned \$25 a week and taught us many things about running a small paper.

ASIDE from our Liberty bonds and our experience we had one other resource—unqualified enthusiasm for the Royal Oak venture. Fortified by our faith we raised \$1,200 dollars on personal loans, thus increasing our share in the contemplated purchase to \$1,500.

Then, with the cooperation of one of Royal Oak's ministers, we set out to raise money among the town's merchants and business men. We had to sell the idea of a community newspaper to them.

"Royal Oak needs a newspaper," we told them. "You men who are in business here need it more than anyone. My brother and I have had years of newspaper experience. We're willing to put that experience and \$1,500 cash into the Royal Oak paper if you will invest one hundred dollars."

In September, 1919, after we had been money-raising for several months, we learned that the price of the weekly had advanced to \$12,500, an increase of \$2,000 in five months. Values were rising in Royal Oak.

The news convinced us we must act immediately. We formed a corporation—my brother, the minister, and I—and issued 125 shares of stock, par value \$100. Fifty shares we sold to merchants and business men, thus raising \$5,000. The rest of the stock my brother and I took, paying \$1,500 down, and arranging to pay the balance out of our salaries. That put my brother and me in control of the business and gave the corporation \$6,500 in cash with which to swing the deal.

We bought the paper for \$12,000, paying \$6,000 in cash, giving a mortgage for \$4,000, and assuming an unpaid balance of \$2,000 on the linotype.

That, in short, is how our \$300 in Liberty bonds and our credit gave us our newspaper. All that remained was to make a success of it.

DURING the next three years, I stayed on the Detroit News payroll, while my brother put out the paper. But I moved my residence to Royal Oak immediately, so that I could work nights and Sundays on the books. During this period, I spent a great deal of my spare time reading up on corporation accounting, and studying every issue of *Editor & Publisher* and the *National Printer Journalist*, which proved to be veritable text books in cost keeping and management.

It was a sort of race. Our costs and revenue were increasing and the business was becoming more complicated. We had to know at every moment whether or not we were making money, and it was up to me to adapt our accounting system to the growing needs of the business. I felt like a man who has been dropped into the middle of a big lake with a swimming manual in his hand. I had to paddle around the best way I knew how, while I studied the manual and learned the technique of breathing, leg kick and arm stroke. Either that, or sink.

We were fortunate in one thing. We were able to make our press and linotype handle all our work for the first three years. We continued to put out a weekly because we felt that the town wasn't ready to support a daily. We did, however, get out special editions of the weekly—one for each of three neighboring districts. That was good business, of course, and wasn't expensive, because we merely made over three of the sixteen pages for each edition.

Our paper made money. In 1920 we paid a six per cent dividend, and in 1921 seven per cent. With our share of the dividend and what we could save out of our salaries—I might say that we only drew out enough of our salaries to enable us to live—we cut down our indebtedness to the corporation as fast as we could. And that's the next lesson in acquiring a newspaper on slim capital—scrape!

BY 1922, I was ready to leave The Detroit News and give all my time to the Royal Oak Tribune. The town was growing and our business, too. And with that expansion grew the pressure for new equipment—the harrowing pressure that turns black hair to a distinguished gray.

In 1922 and 1923 we didn't pay dividends, but put all the corporation's earnings into new equipment. We moved to the new building, which is our present location.

In 1924, the need for a larger press became imperative. Just as we were getting well paid up on our personal indebtedness and had begun to buy back several of the hundred dollar shares held by merchants, we faced the necessity of plunging into debt again.

We met the situation by increasing our capitalization from \$12,500 to \$25,000. Part of this was a 25 per cent stock dividend. Part of it, my brother and I subscribed for. We didn't have the cash, so we gave notes. And part of it was new money. Then we bought a second-hand four-page Miehle press.

We hoped to use the new press for at least three years, but, unfortunately for us, its durability had been over-touted and in 54 weeks we had to buy another. In 1925, we again passed our dividend, and bought a Duplex, web perfecting press. The Miehle had doubled our hourly productive capacity, and the Duplex gave us six times the capacity of the Miehle. We were doing a greater business and making more money—and going deeper into debt. That's the joy of running a paper with a growing circulation—you can't always boost your advertising rates as fast as you'd like to.

About the time we bought the Duplex, we added a new Model 26 linotype. More accounts payable.

IN June, 1922, we moved to our present location. The building and land cost us \$13,000. At that time, the space seemed ample, but now we're crowded as a Pullman washroom, and within a year or so, we'll have to move into a building which will have to be at least 60 feet wide by 110 feet long. And to finance it, we are now selling \$50,000 of preferred stock. More debts!

In October, 1925, we changed from a weekly to a daily. It wasn't such a hard job. We had the press capacity, and by operating the linotype overtime, we've managed to make it yield three days' work in one. We consolidated the special editions into the daily, and now distribute the one paper over the entire district.

But with circulation growing as it is, we are going to need a new press with larger capacity within the next three years. And that will cost \$25,000. More debts? Yes, but by this time we have become case-hardened, and the prospect no longer appalls us.

And now, after seven years of labor such as we hadn't dreamed of, where do we stand? Well, from the standpoint of complete, personal ownership, we will soon owe \$50,000 in the form of preferred stock on which we must pay eight per cent interest. This \$50,000 will go part of the way toward providing us with a new building and a new press. Sixteen per cent of the common is still outstanding—we'll buy it as soon as we can. This year we declared a hundred per cent stock dividend, increasing the common to \$50,000 and making our total capitalization \$100,000. We are \$58,000 short of complete ownership, but even

if we acquire that \$58,000 we'll have accounts payable on our books that would have given us heart failure seven years ago.

The compensation of these years of increasing obligation is the satisfaction of watching the paper's growth. Our circulation has increased from 1,200 in 1919 to 5,683 on October 1, 1926. It now takes 25 people to operate the business, whereas in 1919 it required just the owner, the printer and a girl. The monthly income has increased from \$1,000 to \$7,500.

You can see by now that this is an unfinished story. We are in the middle of a period of expansion. Before long we'll be building a new home and buying a new press, and then, with the new obligations on our books, the goal of complete ownership will seem farther away than ever. Perhaps, if we continue to grow, it will keep receding.

But we've had a lot of fun. And we've come a long way. Seven years ago, we had only our \$300 in Liberty bonds—and our experience.

The Ways of Fleet Street—An Intimate Look at London Journalism.

(Continued from page 6)

adjunct. Panting and breathless they arrive with their tips, and the first man, if his story proves to be genuine, collects his reward. To the newcomer all this seems extremely haphazard, but remarkably few stories are missed by the big dailies.

London reporters receive many more rebuffs than those of any American city. They must become accustomed to being high-hatted by haughty butlers and officious secretaries. Lest the visits of reporters become a parade most men refuse to see the press at all. It becomes a case of cunning, of lying in wait.

WHEN the reporter has finally obtained his story and written it, the copy goes to the "sub-editors," or copyreaders. The copy desk consists of home side and foreign side. At the head of the home side sits the chief sub-editor, and at the head of the foreign side there reigns the chief foreign sub-editor. Most American and Canadian city editors head both reportorial and local copy staffs, but in England the man who handles the reporters has nothing to do with the desk. Liaison between the two is obtained at the afternoon conference, when heads of all departments meet, under the managing editor's supervision. The news-editor reads his duty sheet and the conference decides how the various stories shall be played up. Incidentally, in England the "city editor" is the head of the financial or "city" page.

WAGES vary so much that it is almost impossible to give any generalities. The Union minimum for experienced men is £9 (about \$45) a week, but many junior men are started at less than half that amount and first-class reporters get twice as much.

Though it has disadvantages and disappointments, London journalism must be well-nigh the most fascinating in the world. He is lacking in imagination whose heart is not gripped by this birthplace of the

Anglo-Saxon race. Fleet Street—which was the home of journalists when Dr. Johnson supped in the "Cheshire Cheese"; Chelsea, and the Thames on a rainy night with the lights of the Embankment gleaming on it. A thousand and one moments that linger in the memory; Victoria Station, where one is sent to meet everyone from the Crown Prince of Japan to Paderewski and Suzanne Lenglen; the unforgettable funeral of the Earl of Ypres, Britain's war commander-in-chief, in Westminster Abbey; the death of John Sargent in his Tite street house in Chelsea; Whitechapel—and two thousand east-enders "repenting" before the eloquence of Gipsy Smith; a hundred thousand people thundering out a hymn at the great Empire Thanksgiving service at Wembley stadium. Where else could one get assignments like that?

NO wonder that during the general strike which disrupted England last May, newspaper editorial staffs, defying their union (and thereby well-nigh shattering it) stayed to a man at their posts. Harried by pickets, attacked by strikers' gangs, dubbed scabs and blacklegs by five million men, they took off their coats and got out the news. Theirs was a sacred duty, for ignorance would have bred panic.

Reporters displayed their versatility by becoming night watchmen, shippers, pressmen, chauffeurs, or anything else that the particular occasion demanded. Twenty-hour shifts were the order of the day. Blankets were brought down to the offices and the men slept ready for instant duty.

After gathering the news during the day the editorial staff turned to and operated the presses at night. In doing so the members of the "Daily Express" staff created a world's record by running off 650,000 papers on a single press one night. It was an amazing sight about five o'clock, as the run ended, to see oil-smeared reporters topple over fast asleep, almost before the roar of the presses had ceased.

THE QUILL

The Quill is published by Sigma Delta Chi in the months of January, March, May, September, October and December. It is devoted exclusively to the interests of journalists engaged in professional work and of young men studying journalism in American and Canadian colleges and universities. It is the official publication of Sigma Delta Chi, International professional journalistic fraternity, founded at De Pauw University, April 17, 1909.

Business offices, 115 East Fifth St., Fulton, Mo.; Urbana, Ill.; 836 Exchange Ave., Chicago, Ill.

GEORGE F. PIERROT FRANKLIN M. RECK,
Acting Managing Editors.

Beginning on January 1, the managing editor of The Quill will be Lawrence W. Murphy, and manuscript and all material relating to the editorial contents of The Quill should be referred to him. He may be addressed at The University of Illinois, Urbana, Ill.

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DECEMBER, 1926

THE 1926 CONVENTION

IN one respect, at least, the national convention at Madison last month surpassed all predecessors—it was thoroughly and enthusiastically professional. There was no hokum—no back-slapping—no “fraternal” palaver. The convention realized that Sigma Delta Chi has a serious purpose—that it can only justify its existence by accomplishing it.

The convention first turned a critical eye at chapters. It demanded regular meetings, meetings that get somewhere professionally. It gave scant quarter to the “practical” student who slights all courses other than journalism, when it passed a scholastic requirement as a pre-requisite to membership.

On the national side, the convention heard and approved the plans that will, the executive council hopes, establish in a year a permanent general headquarters in Chicago. It heard and approved the plans for bettering THE QUILL. It pledged itself to help the Speakers Bureau, which stands ready to supply active newspaper men for chapter programs.

Big men came to the convention, and they spoke professionally, too. Kent Cooper, general manager of the Associated Press, endorsed schools of journalism, with which Sigma Delta Chi must always ally itself. Clifford DePuy, successful publisher, was “glad that journalism is going into the laboratories” of colleges and universities. Professor Bleyer, whose views are always significant, saw Sigma Delta Chi as the nucleus of a nation-wide organization of journalists like that

of the American Medical Association. President Glenn Frank, of Wisconsin, stressed the privilege of leadership that is the journalist’s birthright. Lawrence Murphy prophesied the day when journalism would have, besides its own degrees, its own period of internship, and its own very definite recognitions of competence.

Lee A. White, had he been there, would have gloried in the spirit of this Madison convention. For years White battled, generally alone, for that same professional outlook that these keen young delegates took for granted.

OH LIBERTY!

EVIDENCE accumulates that the fakir, supposedly bred in and confined to the sink-holes of sensational newspaperdom, is not unknown in certain types of magazine; types which are no less spectacularly successful in finding an audience than the yellow journals.

Arturo M. Elias, Consul General of Mexico, has brought to the attention of editors throughout the United States, by personal letter, a glaring example supported by two exhibits.

“One,” his letter says, “is a photograph of page 55 of the issue of the weekly magazine ‘Liberty’ (Nov. 6, 1926). You will notice a picture printed thereon purporting to be that of ‘Catholics withdrawing deposits from the Bank of Mexico in protest against the seizure of church property.’

“The other exhibit is a copy of the picture taken in front of the Bank of Mexico on its opening, September 1, 1925, eleven months before the attempted boycott.

“The pictures are the same. In reality, in place of being a picture as claimed by ‘Liberty’ of persons taking funds out of the Bank of Mexico, it is a picture of persons waiting to put funds in the new bank after it had been officially declared open by President Calles who, with government officials, was present within.”

The Consul General further points out that this picture, used to illustrate an article by Sidney Sutherland, was published September 2, 1925, by a Mexico City newspaper, “El Democrata.” And he calls attention to a letter sent to the New York Times by an American engineer operating mines in Mexico, charging that a picture which ‘Liberty’ published depicting the hanging of peons in Nayarit as a result of religious riots was in reality a hanging of bandits two years before.

Those who have observed, even casually, the performances of this fast-growing magazine will recall that the integrity of its motion picture scenario con-

test was questioned; that it gave the prize in a fiction contest, according to Time, for "a deplorable Long Island society wife-murder and suicide republished, detail for detail, with only the names of the principals changed, in the guise of a fiction story"; that it published an article to which Gene Sarazen's name was attached as author, though written by another, that has resulted in a suit for \$100,000 damages being filed by the golfer; that it gave the world a wretchedly uninformed and inaccurate account of the ethics of the medical profession, written not by a scientist of whatever stripe, but by a sport writer!

To the Consul General's charge of "sinister methods to place Mexico in a false light" the editors of "Liberty" may enter a disclaimer, as in the case of the Sarazen suit, throwing the responsibility upon "reputable literary agents," or irresponsible authors. But the management of a publication with more than a million circulation may not, with good grace, thus lightly shift the editorial burdens.

The peccadillos of journalism may be viewed with charity. Those graver sins of omission and commission, affecting not merely ourselves, but neighboring peoples, who are entitled to that respect which is the product of understanding, can not be overlooked, and will not be. There is in men a deep-seated fairness that has a way of asserting itself. A statesman once remarked that he did not know how to draw an indictment against a people. But a people has never lacked the capacity, and seldom lacks the will, to draw an effective indictment against an individual or an institution which betrays its confidence.

PUTTING UP THE BARS

DOUBTLESS the urge to put some restriction upon the recruits to the profession of journalism, not as a restriction upon the freedom of the press but as a protection to the public, is as old as newspapers.

Usually, the urge has come from without, as when, perhaps twenty years ago, Lieut.-Gov. O'Hara, of Illinois, lent his potent voice and logic to the idea.

But not infrequently journalists themselves have given impetus to the discussion. The latest example is the proposal to "certify" journalists who pass a written and oral examination.

But has any protagonist of the licensing of journalists, or even the certification of especially qualified writers for the press, ever frankly faced and sought solution of the gravest phase of the problem?

Technicians we may train; and technical capacity we may test. But who will devise the scheme of examination whereby the examiner may go beyond technique,

beyond style, beyond erudition, beyond psychologically measurable capacity, and determine whether a youth has the *character* requisite to the proper practice of journalism?

Perversions of the press which occasion gravest concern are accomplished not by the stupid and the incompetent but by those who are proficient in the arts of narration and persuasion but deficient in the qualities of manhood which make for upright, honorable, serviceable journalism.

If the membership of the profession is to be delimited, the restrictions should be upon continuance in as well as admission to its ranks. This can be achieved only by a professional consciousness, determination and power not yet manifest, though perhaps

suggested in such organizations as Sigma Delta Chi and the American Society of Newspaper Editors, and in the canons of ethics to which they subscribe.

OWN YOUR JOB

JAMES WRIGHT BROWN says that the happiest newspaper men who come to visit him at his New York office are proprietors of small-town newspapers. Walter P. McGuire, with the thrill of big city journalism and the editorship of two national magazines behind him, found the end of the rainbow when he bought into a prosperous country weekly. Floyd Miller, deserting his big newspaper background, plunged his meager savings and ample credit into the upbuilding of a small-town newspaper plant. Ample testimony in this QUILL that "business earnings" is a more satisfactory term than "salary."

Sigma Delta Chi's New Officers

Honorary President—Kent Cooper, Associated Press, New York City.

Past President—Donald H. Clark, Mid-Continent Banker, 408 Olive St., St. Louis.

President—Roy L. French, Department of Journalism, University of North Dakota, Grand Forks, N. D.

First Vice-President—James A. Stuart, The Indianapolis Star, Indianapolis.

Second Vice-President—Lawrence W. Murphy, School of Journalism, University of Illinois, Urbana, Ill.

Secretary—Robert B. Tarr, Box 115, Pontiac, Mich.

Treasurer—Clifford DePuy, DePuy Publications, Des Moines, Ia.

Alumni Secretary—Franklin M. Reck, 2704 Rochester St., Detroit.

Executive Councillors—Bristow Adams, Cornell University, Ithaca, N. Y.; Walter Humphrey, Fort Worth Press, Fort Worth, Texas; E. V. O'Neel, Indianapolis Times, Indianapolis; Maurice Ryan, Devil's Lake, N. D.

Quill Endowment Fund Trustees—Kenneth Hogate, (chairman); Ward A. Neff, (Sec.-Treas.); Donald H. Clark, Roy L. French, George F. Pierrot.

Quill Editor—Lawrence W. Murphy. Quill Publication Board—Roy L. French, Donald H. Clark, George F. Pierrot. The Personnel Bureau is in charge of J. G. Earhart, 836 Exchange Ave., Chicago, and the Speakers' Bureau in charge of Alumni Secretary Franklin M. Reck.

The Big-City Man Goes to the Country

(Continued from page 11)

RIGHT here I asked the question that for several minutes I'd been itching to put.

"What happened when you found yourself the boss? You didn't know the printing business, and you didn't know advertising. How did you get along?"

"I didn't try to handle what I wasn't yet competent to handle. Myers was to remain as a partner—he was to look after the business end at the start. John H. McKiddie, a college man and a partner in the business, was superintendent of the print shop; an expert at figuring jobs and in getting ads. He continued doing the figuring and bringing in ads. I tackled the editorship, and kept my eyes open.

"The editorship, incidentally, wasn't the easy job that I'd anticipated. The technique of editing a country weekly is very different from the technique of the city room of *The New York Sun*, for instance, and I found myself compelled to unlearn many of what I'd hitherto regarded as fundamentals. Small-town journalism is more wholesomely human. It doesn't stress misdeeds. The homely, everyday doings of the townspeople supply the bulk of the news. To be sure there are big stories—stories of municipal contracts and county affairs, politics, local improvements voted or in contemplation, fires, accidents, etc. But the vast body of the news is personals, and the little stories that grow out of personals.

"**W**HILE I was learning these things I was also learning about the money-bringing side. The vocabulary of business, the little practices that are common to all offices, bookkeeping—these minutiae I shan't go into. But in general I found that Myers' success seemed due to two things—first, he saw to it that we delivered a first-class job, and on time, and second, he took care to collect every dollar that was coming to us. His accounting was accurate—he never irritated people with incorrect bills. His statements went out punctually, and his follow-up campaign, in the shape of tactful reminders, was systematic and thorough. He knew his customers, and handled each according to his individuality. He paid his own bills promptly—in a small community you can't get others to do what you won't do yourself. And he invariably took advantage of the small discounts that are offered for cash—discounts that in the course of a year mount up."

Here I broke in again. I knew that McGuire, like most topnotch newspaper men, brimmed over with ideas. I felt sure that such a man, even in surroundings at first unfamiliar to him, would keep thinking.

"**J**UST what," I asked, "did you find yourself able to do, in the way of directly increasing the revenue of your shop?"

"I copied a practice of a New Jersey paper, recommended to me by an author in New York," McGuire came back promptly. "I developed our want ad section. Where once we ran one-half column, set in eight point, we now use four columns, six point. And want ads pay twice as much, or more, than a similar space devoted to display advertising.

"We accomplished this increase by abolishing classifications. Today in the Lapeer County Press a 'lost and found' item rubs shoulders with the announcement that a Jersey calf is for sale at a bargain price, or that Henry Parcells wants to buy some A-1 seed potatoes. We help our customers write these want ads, and we make them chatty and colorful. The result is that they're read as eagerly as are the personals. Time was when Mrs. Yapple, if she wanted a second-hand washing machine, would turn to the 'For Sale, Miscellaneous' section. She'd read that and nothing else. Now she has to run through all the advertisements, and ten-to-one, before she gets to her washing machine she's discovered that the Begles, on the other side of town, want to sell the very kind of davenport that she needs to fill that empty corner in the living room.

"**M**RS. YAPPLE buys the davenport. We hear about it, and in our next issue we tell everybody about the sale. We do it in such a deft way that it pleases the Yapples and the Begles, and interests others, and we find ourselves getting more want ads.

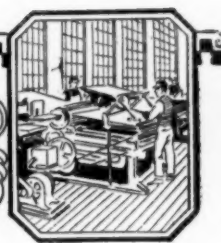
"The Lapeer Commercial Club decided to revive interest in horseshoe pitching. They liked our suggestion of a Tournament Day, to which the countryside was to be invited, and they gave us the job of printing the program for it. We decided to use the same metal in the paper. Of course it filled only a small space. We then conceived the idea of devoting the rest of the page to Tournament Day advertising and drew up a dummy of it, with a lot of blank spaces around the program. On one we wrote: 'Our prize to the man who wins the tournament will be a pair of shoes,' with space for the firm's signature. In another, 'Our prize to the man who makes the largest number of ringers will be a double-bladed axe.'

"I put a similar statement in each space. Then I went out and in an hour sold the entire page to merchants, each of whom was delighted to contribute a prize. It was so easy that I sat down and ruled off the opposite page, and in another hour had sold that. The Commercial Club was grateful, naturally, because

(Continued on page 23)



WITH SIGMA DELTA CHI AFIELD



EUGENE R. CLIFFORD, (Butler '28), is working for the Associated Press, as day wire editor for the state of Missouri. His address is Post-Dispatch building, St. Louis. He hopes eventually to return to college for his senior year.

F. LEROY CUMMINGS, (California, '26), reports football and fights for the sports pages of the Oakland Post Enquirer. Cummings writes: "Have with me Mr. J. E. 'Dinny' Doyle, of the now defunct Maine chapter. Doyle was its president in 1914 and 1915. He has circled the globe since graduation, doing newspaper work in Shanghai, Japan and Manila, acting as managing editor of the China Press and city editor of the Manila Bulletin."

CLIFFORD C. KEITH, (Colorado, '26), successfully passed the Colorado bar examination and has been practicing law since last September. He's temporarily situated in Boulder.

A. GAYLE WALDROP, (Columbia '22), for the last four years on the journalism faculty at the University of Colorado, is filing the night east wire of the Associated Press, New York City. He also is studying at Columbia.

GLENN W. FUNK, (DePauw '27), is working on the police beat for the Evansville, Indiana, Press.

PHILIP G. JARNAGIN, (Drake '26), since graduation has been working on house organs, general publicity and advertising at the Fairall Advertising Agency, 1010 Commonwealth Bldg., Des Moines, Iowa.

JAMES A. WORK, (Grinnell '26), is teaching English at Brown University.

W. C. REDDICK, (Illinois '26), is advertising and business manager of the Clinton (Ill.) Morning Journal.

GEORGE R. SMITH, (Illinois '26), since graduation has been reporting for the Illinois State Journal, Springfield, Ill.

KENNETH F. HEWINS, (Indiana '25), is assistant director of publicity

and instructor in journalism at the University of Arkansas. He's also associate editor of the Arkansas Alumnus.

JOHN E. STEMPEL, (Indiana '23) has resigned his position as journalism instructor and publicity director at Lafayette College to continue graduate work at Indiana, where he is acting instructor in advertising.

PAUL F. THOMPSON, (Indiana '26), immediately after graduation became city editor of the Peru, Indiana, Republican, and has been filling the job satisfactorily ever since.

CLAYTON FINCH, (Kansas '26), is working on the advertising force of the Arkansas City Daily Traveler.

MERRILL W. SLAWSON, (Kansas '26), although he intends to break into journalism eventually, is at present rating buildings in Kansas City, for fire insurance. He is rooming with Gilbert Smith, (Kansas '25), star reporter on The Kansan, and George McGuire, (Kansas '26), who is cubbing on the same paper. Slawson hints that their influence may prove too much for him, and that he'll soon be legging it on a beat.

CLARENCE O. TORMOEN, (Minnesota '26), on the strength of his journalistic activities at Minnesota, won the job of campaign manager for O. J. Larson, of Duluth, who was running for Congress. Larson won his election, and now Tormoen is considering a career as "lawyer and pseudo-politician."

HAROLD G. ANTHONY, (Missouri '26), went to work last summer for the Enterprise Publishing Company at Mansfield, Louisiana, as editor of the Mansfield Enterprise, a weekly paper. His company, he states, runs one of the largest commercial and job print shops in Northern Louisiana.

BONNEY A. NEVELS, (Missouri '26), sees an attractive future in editing house organs. During vacation, he started a publicity service bureau in Denver, and it grew so rapidly that he

decided to stay out of school a year and develop it. He publishes house organs, writes advertising copy and conducts election campaigns.

VIVIAN D. CORBLY, (Montana '23), is editor of the Disabled American Veterans' Weekly, in Cincinnati.

JACK E. COULTER, (Montana '26), is courthouse reporter for the Everett, Washington, News. Besides covering his beat, he writes signed features.

PAUL B. ZIMMERMAN, (Nebraska '26), is night sports editor for the Nebraska State Journal, at Lincoln.

R. LYLE WEBSTER, (North Dakota '26), went to work, immediately after graduation, as managing editor of the Ward County Independent, a weekly of 5,000 circulation in and around Minot. He's also connected with the Minot District Newspaper Syndicate, which furnishes localized ready-print service to 18 weekly newspapers in northwestern North Dakota.

EDWARD E. GRUSD, (Ohio State '26) handles general assignments on the Cincinnati Post, with a taste of beat work every time someone gets sick. The Post, incidentally, is an Ohio State paper. On it are Albert E. Segal, '25, Henry Segal, '23, E. D. Leonard, '19, and May Bogen, Ex-'21. All, except Miss Bogen, are alumni of the Ohio State chapter of Sigma Delta Chi.

AL STEEN, (Oklahoma '25), is news editor of The Reel Journal, a motion picture trade journal published in Kansas City, and going to theater exhibitors in six states.

EDWARD MARION MILLER, (Oregon '26), is night police reporter for Sigma Delta Chi's 1927 ritual newspaper, The Portland Oregonian.

JAMES R. BRACKETT, (South Dakota '26), is state news editor of the Sioux Falls Daily Argus-Leader.

ROBERT H. COLVIN, (South Dakota '26), is working for the Herald-Post, of Louisville, Kentucky.

STACY V. JONES, (Washington), has become publicity director for the Founders' Trust Company in New York. The firm is headed by Louis Seagrave, also an alumnus of Washington chapter.

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LLOYD E. THORPE, (Washington, '27), resigned his job on the Hotel News, of Seattle, last June, and has since made two trips to China as engineer's yeoman on the President Jackson. The vacation, he says, has given him added "pep" for his final year of college.

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HARVEY A. BRASSARD, (Washington State '26), has broken into eastern magazines with his fiction stories. He began to sell his stories before graduation, and now is devoting all his time to writing. One of his recent stories, "Grizzly Gold," was featured in the October 22 issue of Northwest Stories.

* * *

EDWARD L. DENNIS, Washington State '25), reporter for the Yakima Morning Herald, has a comprehensive beat. He covers the superior and federal courts, chamber of commerce, city hall, bar association and county offices. And he writes Sunday features on the side. The managing editor of the Herald is Paul Neill, (Washington). The paper has built up the surprisingly large circulation of 35,000, although the city's population is only 25,000. The extra readers live in the prosperous and well-populated Yakima Valley.

* * *

JOE H. BREWER, (Kansas '26), since graduation has been in the advertising department, of the Leavenworth, Kansas, Times, and on the staff of the Red Oak, Iowa, Express. He is now on the staff of the Cedar County News at Hartington, Nebraska.

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DONALD HARRIS, (Washington), is with the Associated Business Papers, a trade magazine organization in New York City.

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MARTIN CODEL, (Michigan), is working for The United States Daily in Washington, and syndicating names of successful applicants for patents to newspapers in whose vicinity they live.

DONALD N. MAJOR, (Washington '26), is on the staff of The Tenino Independent, a ten-page weekly publication with a circulation of 1,640. Under his direction the paper handles the county printing and a lot of job work.

PETER AINSWORTH, (Iowa State '26), formerly on the Cedar Rapids Gazette editorial staff, is now selling advertising for the Meredith publications, Des Moines, Iowa.

* * *

EDWARD J. CONDLON, (Washington '18), is taking a vacation from financial writing for The United Press and New York publications, and is touring the country as a singer in the chorus of "Princess Flavia." He hopes to use his experiences as the background for a novel. Condlon disproves the notion that a newspaper man can't save money, for he owns an apartment house in Greenwich Village.

* * *

WILLIAM C. SPROULL, (Kansas), is at twenty-nine holding one of the most responsible positions that his field offers, the advertising managership of the Burroughs Adding Machine Company, in Detroit. He recently spent fifteen months in Europe, studying the outlook for adding machines there.

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MITCHELL V. CHARNLEY, (Washington, '21), author of Sigma Delta Chi's widely praised history, is now in Algiers. He is spending two years abroad writing.

* * *

CARROLL P. STREETER, (Iowa State '23), who edits the farm news of the Cedar Rapids, Iowa, Gazette, has begun permanently to supply the former Miss Beulah Swihart with the necessities and luxuries of existence. That's probably why Mr. Streeter so earnestly protested that he did not have time to write an article for THE QUILL on farm news in the daily newspaper.

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INGRIFFE D. CARSON, (Washington), is a contact man for N. W. Ayer & Sons, of Philadelphia, the oldest advertising firm in the world. Carson fought with the Canadians during the war, and rose to the rank of major.

* * *

WILLIAM A. SIMONDS, (Washington), is traveling throughout the United States on a special assignment for Henry Ford's Dearborn Independent.

LOST!

The present addresses of the following men. Can you supply any? If so, please notify The Quill, 836 Exchange Avenue, Chicago, Ill.

NAME OF MEMBER	CHAPTER
Anderson, Scott	Texas
Bachr, Max J., Jr.	Nebraska
Barnes, Paul W.	Ohio State
Bayard, George R.	Indiana
Bede, Ivan Granville	Nebraska
Bercoivich, Henry	Texas
Bergman, A. Bernard	Ohio State
Beyer, Herbert	Ohio State
Blake, William Laurence	Maine
Block, Ralph Joseph	Michigan
Brown, Charles Valentine	Iowa
Buckles, Doyle Leon	Kansas
Burket, Arthur S.	Ohio State
Bushnell, Donald	Beloit
Cadon, Eugene J.	Indiana
Chase, Arthur C.	Nebraska
Clelland, David L.	Washington
Clifford, Wm. Foster	Wisconsin
Comish, H. Carey	Louisiana
Darling, Lloyd Edward	Iowa
DeHart, Henry Tinney	Purdue
Deutsch, Herman Barker	Chicago
Dupuy, Penick Haswell	Louisiana
Elfenbein, Julius S.	Texas
Elliott, Wilbur Dean	Michigan
Erickson, Leonard F.	Wisconsin
Evans, Daniel	Stanford
Friedman, Leon A.	Ohio State
Garvin, Arthur Eugene	Kansas
Ginsburg, Leonard	Western Reserve
Glover, Dr. Donald Mitchell	Illinois
Gorsline, Seymour E.	Montana
Graul, Keith	Nebraska
Griffen, Wm. Davenport	Iowa State
Hackensmith, Albert D.	Indiana
Hailey, Howard W.	Missouri
Hall, Fred M.	Wisconsin
Hankins, Wallace Watt	Minnesota
Heth, H. Hardy	Michigan
Hast, J. Pennebroke	Michigan
Hann, Ray H.	Oklahoma
Hollensbe, Harold E.	Purdue
Hough, George Percy	Minnesota
Hume, James W., Jr.	Michigan
Innis, Ralph Alfred	Purdue
Jameson, R. D.	Grinnell
John, Waldemar, A. P.	Michigan
Johnson, Malcolm	Indiana
Karpal, Richard Vitus	Nebraska
Kittelson, Charles	Colorado
Knollin, James Charles	Wisconsin
Kynett, Harold H., Jr.	Pennsylvania
Little, Carl Victor	Ohio State
Lyon, C. C.	Ohio State
Mann, Harry L.	Missouri
McClung, Ray	Washington
McCray, Vance W.	Iowa State
McIlroy, Cecil Don	Maine
Miller, Douglas Wood	DePauw
Miller, John	Kansas
O'Donnell, Edward P.	Colorado
Parker, Thomas Eldridge	Missouri
Parrish, Russell	Virginia
Payton, Robert S.	Indiana
Powell, H. Hickman	Wisconsin
Quist, Oval	Iowa
Ramsey, Martin E.	Grinnell
Rathwell, Roger Lawson	Miami
Ricord, Dorian P.	Kansas State
Rogers, John Clarence	Louisiana
Smith, Dallas Myrtle	Purdue
Smith, Lorin W.	Purdue
Stoddard, Milton A.	Oregon
Stratton, Carlos Gordon	Denver
Swaney, Bruce A.	Michigan
Swendeen, Harold G.	Stanford
Thompson, Leland Stanford	Michigan
Walters, Roke	Miami
Wear, Millard Price	Kansas
Wells, Guy McNeill	Michigan
Wernicke, Carl Frederick G.	Wisconsin
Wynne, Chauncey G.	Missouri

The Big-City Man Goes to the Country

(Continued from page 20)

we'd obtained for the tournament a lot of dandy prizes, and advertised the tournament in an impressively big way.

"The Commercial Club had been discussing for months some sort of booklet that would tell the world where Lapeer was, how you got there, and advertise the fact that it was situated in the picturesque lake country. The cost of an illustrated pamphlet seemed pretty steep. Then we thought of printing, on the back of letterhead stationery, a map that showed Lapeer and its nearness to Detroit and the main highways leading here, and the many lakes that surround the town.

"**H**ERE was an idea that appealed to everybody. It cost the Commercial Club nothing, and business men very little more than the regular price for printed stationery. We sold 16,000 of the letterheads and a few thousand envelopes before noon, and our total run of them exceeded 65,000, printed on both sides.

"Any resourceful newspaper man in the country field finds himself generating many such lucky hunches, and he'll make money with them, too."

"If you were just graduating from college," I asked, "would you go immediately into the country publishing field?" McGuire's answer was emphatic:

"Decidedly not. I'd want to see the country first, and how newspapers are actually run. A man should give himself at least a year of salaried experience, and as much longer as he feels he needs. No period, however long, is wasted, if he keeps developing throughout it. But a young man, while he's dabbling with life, must stay out of ruts. Moreover, if he lets his contact with the unpleasant phases of life make him cynical, if he doesn't associate himself with worthwhile men and worthy causes and activities, then he is unfitting himself for enjoyment or success in the country field.

"The country has its very real advantages. It offers a man a larger share in community building. An editor in a small city is closer to his readers; he has the fun of seeing some of his policies work out, next door. He need not stagnate, for rural problems, like urban problems, are big and endless. To be sure, his work may not bring national contacts and national recognition. On the other hand, he sees before him a cross section of life in all its interesting minuteness. His is the incomparable privilege of enjoying the closest possible look at the American citizen of today."

Wear Your BALFOUR BADGE

Sigma Delta Chi is one professional fraternity that really stands for something.

It has and is accomplishing much in the movement for ethical journalism.

The badge of Sigma Delta Chi identifies the wearer as an exponent of cleaner and better journalism. It is the highest reward within reach of a student of journalism. Wear it—always.

How to Order a Badge

The fraternity has two types of insignia—the plain badge to be worn by undergraduates and alumni, and the alumni key to be worn by alumni and associate members only.

The badge is \$2.50. The key is \$4.50.

The easiest way for a member to order a badge or key is to write Robert B. Tarr, National Secretary, Box 115, Pontiac, Mich., enclosing remittance to cover or asking that shipment be sent C. O. D. All orders must come to us through the National Secretary's office.

We are sole official jewelers for practically all of the leading social and professional fraternities and sororities. Write for badge price-list, mentioning your organization, and same will be sent with the current Balfour Blue Book, the standard reference for fraternity jewelry.

L. G. Balfour Co.

Attleboro, Mass.

*Sole Official Jeweler
to Sigma Delta Chi*

**BADGES — JEWELRY
STATIONERY**

Sigma Delta Chi's New Code of Ethics

(Editors' Note: These Canons of Journalism were drawn up and adopted by The American Society of Newspaper Editors in their annual conventions of 1924 and 1925. The 1926 convention of Sigma Delta Chi, sitting at Madison, Wisconsin in November, officially adopted the Canons in behalf of the fraternity.)

The primary function of newspapers is to communicate to the human race what its members do, feel and think. Journalism, therefore, demands of its practitioners the widest range of intelligence, of knowledge, and of experience, as well as natural and trained powers of observation and reasoning. To its opportunities as a chronicle are indissolubly linked its obligations as teacher and interpreter.

To the end of finding some means of codifying sound practice and just aspirations of American journalism these canons are set forth:

I. Responsibility—The right of a newspaper to attract and hold readers is restricted by nothing but considerations of public welfare. The use a newspaper makes of the share of public attention it gains serves to determine its sense of responsibility, which it shares with every member of its staff. A journalist who uses his power for any selfish or otherwise unworthy purpose is faithless to a high trust.

II. Freedom of the Press—Freedom of the press is to be guarded as a vital right of mankind. It is the unquestionable right to discuss whatever is not explicitly forbidden by law, including the wisdom of any restrictive statute.

III. Independence—Freedom from all obligations except that of fidelity to the public interest is vital.

1. Promotion of any private interest contrary to the general welfare, for whatever reason, is not compatible with honest journalism. So-called news communications from private sources should not be published without public notice of their source or else substantiation of their claims to value as news, both in form and substance.

2. Partisanship, in editorial comment which knowingly departs from the truth, does violence to the best spirit of American journalism; in the news columns it is subversive of a fundamental principle of the profession.

IV. Sincerity, Truthfulness, Accuracy—Good faith with the reader is the foundation of all journalism worthy of the name.

1. By every consideration of good faith a

newspaper is constrained to be truthful. It is not to be excused for lack of thoroughness or accuracy within its control or failure to obtain command of these essential qualities.

2. Headlines should be fully warranted by the contents of the articles which they surmount.

V. Impartiality—Sound practice makes clear distinction between news reports and expressions of opinion. News reports should be free from opinion or bias of any kind.

1. This rule does not apply to so-called special articles unmistakably devoted to advocacy or characterized by a signature authorizing the writer's own conclusions and interpretation.

VI. Fair Play—A newspaper should not publish unofficial charges affecting reputation or moral character without opportunity given to the accused to be heard; right practice demands the giving of such opportunity in all cases of serious accusation outside judicial proceedings.

1. A newspaper should not invade private rights or feeling without sure warrant of public right as distinguished from public curiosity.

2. It is the privilege, as it is the duty, of a newspaper to make prompt and complete correction of its own serious mistakes of fact or opinion, whatever their origin.

VII. Decency—A newspaper can not escape conviction of insincerity if while professing high moral purpose it supplies incentives to base conduct, such as are to be found in details of crime or vice, publication of which is not demonstrably for the general good. Lacking authority to enforce its canons, the journalism here represented can but express the hope that deliberate pandering to vicious instincts will encounter effective public disapproval or yield to the influence of a preponderant professional condemnation.

Editors' Note: The A. S. N. E. adopted the above Canons of Journalism at their 1924 convention, and their 1925 convention voted to add the following paragraph:

To its privileges under the freedom of American Institutions are inseparably joined its responsibilities for an intelligent fidelity to the Constitution of the United States.